



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002710192** | File Number: **CPR-118771** | Submit Date: **04/06/2011** | Call Sign: **KSHB-TV** | Facility ID: **59444** |

City: **KANSAS CITY** | State: **MO**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

04/06/2011 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2011**

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Kansas City
	Web Home Page Address	www.kshb.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(12)

Digital Core Program (1 of 12)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:00am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books "racer Dogs" by Bob Kilar, the series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social emotional lessons on good sportmanship, teamwork, cooperation, playing fair and friendship. The show also imparts information on the mechanics of racing life directionality and the concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Turbo Dogs
List date and time rescheduled	01/02/2011 11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	

Episode #	01/01/2011/#TDO120
Reason for Preemption	Sports
Digital Core Program (2 of 12)	
	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:30am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated series is about a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelidon and his best friends, Connie (A cowry Shell Mollusk) and Herman (a Hermit Crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problems. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Shelldon
List date and time rescheduled	01/02/2011 11:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/01/2011/#SHL003
Reason for Preemption	Sports

Digital Core Program (3 of 12)	Response
Program Title	The Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:00am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	The Magic School Bus
List date and time rescheduled	01/02/2011 12:00pm

Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/01/2011/#MSB110
Reason for Preemption	Sports

Digital Core Program (4 of 12)		Response
Program Title		Babar
Origination		Network
Days/Times Program Regularly Scheduled		SA 11:30am
Total times aired at regularly scheduled time		12
Total times aired		13
Number of Preemptions		1
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		1
Length of Program		30 mins
Age of Target Child Audience		4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Based on the books by Laurent de Brunhoff, Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Babar

List date and time rescheduled	01/02/2011 12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/01/2011/#BAR201
Reason for Preemption	Sports

Digital Core Program (5 of 12) Response	
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	SA 12:00pm
Total times aired at regularly scheduled time	4
Total times aired	13
Number of Preemptions	9
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	9
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>This animated series features a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals...an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to over come each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence and become altruistic.</p>

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	01/02/2011 1:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/01/2011/#WIL013
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	01/16/2011 12:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/15/2011/#WIL004
Reason for Preemption	Other

Digital Preemption Programs #3

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	02/27/2011 11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	02/26/2011/#WIL013
Reason for Preemption	Other

Digital Preemption Programs #4

Questions	Response
Title of Program	Willa's Wild Life

List date and time rescheduled	03/13/2011 10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/12/2011/#WIL008
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	09/09/2011 12:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/08/2011/#WIL002
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	01/30/2011 10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/29/2011/#WIL007
Reason for Preemption	Other

Digital Preemption Programs #7

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	02/20/2011 10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	02/12/2011/#WIL012
Reason for Preemption	Sports

Digital Preemption Programs #8

Questions	Response
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Title of Program	Willa's Wild Life
List date and time rescheduled	03/06/2011 10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/05/2011/#WIL005
Reason for Preemption	Sports

Digital Preemption Programs #9

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	02/06/2011 10:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	02/05/2011/#WIL006
Reason for Preemption	Other

Digital Core Program (6 of 12)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	SA 12:30pm
Total times aired at regularly scheduled time	4
Total times aired	13
Number of Preemptions	9
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	9
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. It focuses on the importance of following the rules, using good judgement and learning and learning how to avoid getting into trouble.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	02/27/2011 12:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	02/26/2011/#PEA110
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	02/06/2011 11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	02/05/2011/#PEA106
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	03/06/2011 11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/05/2011/#PEA107
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	03/13/2011 11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/12/2011/#PEA103
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	01/30/2011 11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/29/2011/#PEA108
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	02/27/2011 11:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	02/12/2011/#PEA109
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	01/02/2011 1:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/01/2011/#PEA111
Reason for Preemption	Sports

Digital Preemption Programs #8

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	01/09/2011 12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/08/2011/#PEA105
Reason for Preemption	Sports

Digital Preemption Programs #9

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	01/16/2011 12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/15/2011/#PEA102
Reason for Preemption	Sports

Digital Core Program (7 of 12) Response	
Program Title	Laura McKenzie's Traveler (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 1:30pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program creates a strong cognitive curriculum and will have a significant positive impact, the program is academically relevant and specifically designed to serve the educational and informational needs of students. The program can be easily accessed by parents and children. Laura creates a shared experience by including her own child in many of the episodes fostering an interest to which mature and young viewers will relate. The major achievements within each culture including but not limited to; literature, arts, and entertainment, government and politics, technology and architecture.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (8 of 12)	Response
Program Title	The Real Winning Edge (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 2:30pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program is designed to help youth make winning choices in their lives in order to grow to be productive citizens. The series is based on role models who are making pro-social life choices. It delivers to our nation's youth the kind of entertainment value they enjoy watching, while promoting a value system that enforces a strong sense of purpose and worthiness. This series includes three profiles of young achievers per episode introduced by three celebrities in their particular sport or talent.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 12)	Response
Program Title	Marty Stouffers Wild America (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 3:30pm

Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series is to familiarize children with the animals of the North American Continent, their interaction with other animals and the environment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting to their environment. Topics will range from basic food gathering, mating, natural enemies, relationships to other animals and the interaction of the specific ecology on the survival of the species.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 12) Response	
Program Title	SWAP TV (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 1:30pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series is about two teenagers from different backgrounds "swapping" lives for a weekend. The program explores the opposite lives of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the "swapping" youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 12)		Response
Program Title		Whaddayado (Multicast)
Origination		Syndicated
Days/Times Program Regularly Scheduled		SU 2:30pm
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		The program is designed to educate, inform, inspire and entertain teens about the world around them. Each episode is an educational life lesson, based on reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. It chronicles real life stories surrounding ordinary teens who accidentally find themselves caught in perilious and challenging situations. Then various experts will explain what the proper reaction should be when faced with these situations in an effort to help young people make the right decisions at the right moment.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (12 of 12)	Response
Program Title	Pets.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 3:30pm
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program provides educational and informational segments exposing the young viewers to everything pets. The presentation relates pets to their lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals share personal experiences of featured animals and/or related products. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest empowers audiences to pursue more information and education abotu everything pets. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perserverence children can apply to their lives.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	Pets.TV
List date and time rescheduled	03/20/2011 3:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/13/2011/#310B
Reason for Preemption	Other

Non-Core Educational and Informational Programming (1)

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	Jeopardy!: Teen Tournament
Origination	Syndicated
Days/Times Program Regularly Scheduled:	M-F 4:30pm
Total times aired at regularly scheduled time:	10
Number of Preemptions	-1
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A panel of three teens ages 13 to 17 compete to answer age appropriate questions on a variety of topics, from geography to literature to music. The programs encourage young viewers to address the issues along with the panel which educates them in a variety of academic and cultural subjects.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	No
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

Date and Time Aired:

Questions	Response
Date Time	

**Sponsored Core
Programming (0)**

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Michele Wilinski
Address	4720 Oak Street
City	Kansas City
State	MO
Zip	64112
Telephone Number	(816) 932-4121
Email Address	
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books "racer Dogs" by Bob Kilar, the series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social emotional lessons on good sportmanship, teamwork, cooperation, playing fair and friendship. The show also imparts information on the mechanics of racing life directionality and the concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.

Other Matters (2 of 12)	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated series is about a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelidon and his best friends, Connie (A cowry Shell Mollusk) and Herman (a Hermit Crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problems. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
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Other Matters (3 of 12)	Response
Program Title	The Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems.

Other Matters (4 of 12)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.

Other Matters (5 of 12)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	SA 12:00pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This animated series features a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals...an elephant, a giraffe, a pair of performing seals, a bear, three penquins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to over come each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence and become altruistic.

Other Matters (6 of 12)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	SA 12:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. It focuses on the importance of following the rules, using good judgement and learning and learning how to avoid getting into trouble.

Other Matters (7 of 12)	Response
Program Title	Missing (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 1:30pm
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program includes safety tips and real life stories using various resources to help find missing people. This program is a public service to communities across the United States and endorsed by the National Center for Missing and Exploited Children.

Other Matters (8 of 12)	Response
Program Title	The Real Winning Edge (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 2:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program is designed to help youth make winning choices in their lives in order to grow to be productive citizens. The series is based on role models who are making pro-social life choices. It delivers to our nation's youth the kind of entertainment value they enjoy watching, while promoting a value system that enforces a strong sense of purpose and worthiness. This series includes three profiles of young achievers per episode introduced by three celebrities in their particular sport or talent.

Other Matters (9 of 12)	Response
Program Title	Marty Stouffer's Wild America (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 3:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series is to familiarize children with the animals of the North American Continent, their interaction with other animals and the environment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting to their environment. Topics will range from basic food gathering, mating, natural enemies, relationships to other animals and the interaction of the specific ecology on the survival of the species.

Other Matters (10 of 12)	Response
Program Title	Swap TV (Multicast)

Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 1:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series is about two teenagers from different backgrounds "swapping" lives for a weekend. The program explores the opposite lives of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the "swapping" youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect.

Other Matters (11 of 12)	Response
Program Title	Whaddyado (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 2:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program is designed to educate, inform, inspire and entertain teens about the world around them. Each episode is an educational life lesson, based on reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. It chronicles real life stories surrounding ordinary teens who accidentally find themselves caught in perilious and challenging situations. Then various experts will explain what the proper reaction should be when faced with these situations in an effort to help young people make the right decisions at the right moment.

Other Matters (12 of 12)	Response
Program Title	Pets.TV (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 3:30pm

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program provides educational and informational segments exposing the young viewers to everything pets. The presentation relates pets to their lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals share personal experiences of featured animals and/or related products. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest empowers audiences to pursue more information and education about everything pets. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>Scripps Media, Inc.</p>

Attachments

No Attachments.